Amendments to the Specification:

Please replace the paragraph beginning on page 3, line 25 with the following rewritten paragraph:

-- The software correlates S3 the extracted area of interest to a plurality of stored advertisements, which have been pre-sorted to correspond to one or more areas of interest. The software then S4 places the corresponding advertisement (in the form of images, video, audio, or any combination) onto the disc by any well-known, suitable means. Additionally, advertisements could be supplied as pre-printed inserts or as print on demand advertisements, which could be daily updated by the sponsor of the content. The software also gathers S5 information about the user, such as number of hits on a specific area of interest and the like, for later use in determining appropriate advertisement. The software then prompts, via the screen 40, the user to select a location for production S6 of the Video CD, DVD or other viable storage format, via link 60 referred to in Fig. 1. Link 60 could be any type of link including an Internet connection that connects kiosk 10 to a production location removed from kiosk 10. ---